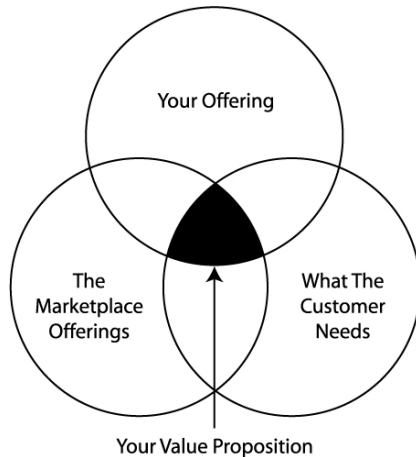


White Paper: Brand UVP

A Unique Value Proposition (UVP) Will Correctly Position Your Brand If Customers Only Value Your Price, It's Time To Assess Your Business Strategy



An **elevator pitch** is your situational sound bite response to someone who asks "what do you do?" Your goal is for them to invite you to discuss what you can do for them.

Without tag lines, puffery or jargon, a **Brand UVP** that is tailored to your key buyer personas introduces a non-price related common ground early in the lead nurturing process. It should be understood in ten seconds. Success stories prove it. When an important lead becomes "sales-ready", it's time to create the right **Proposal UVP**.

A strong Brand UVP that is etched into the core of your business will impact everything from back office to front office.

A Strong Brand UVP Guides Buyers Away From Commoditizing Your Business

Your brand identity is what your company is known for and the experience that is expected by each employee, customer and partner at every touch point.

Strong Brand UVPs pilot an evolutionary journey for value shoppers. At first they will say, "I've never heard that before". Then, after some exploration, they say, "That's exactly what I want", and then they become raving fans when they say, "How was I able live without your product or service?"

If your Brand UVP is not perceived to be of high enough value, buyers won't accept your UVP price. Instead of lowering your price, improve your Brand UVP to raise the perceived value of your offering.

The first step is to categorize your brand.

- "Essentials" brands satisfy basic needs in a highly competitive market.
- Luxury brands promise a high-end experience in return for a buyer's discretionary dollars.
- Best Quality brands can range from luxury brands to lower priced alternatives.
- Best Quality-to-Price Ratio brands may not be the least expensive or the highest quality.
- Smart Choice brands meet unique customer needs for features, price and delivery method.
- Velocity brands provide new products for buyers who are willing to pay for speed.
- Service brands provide on time, reliable delivery to a desired location along with the flexibility to handle changes without compromising service levels.

Brand UVPs Are Built Upon Customer Relationships

Rather than creating a company-centric UVP, you will generate higher quality leads if you focus your UVP on the personas of the ideal buyers of your products and services. Persona profiles enable you to appeal to what drives them, what they value, common problems, vertical market nuances, and which of your benefits they prefer. Personas blend image, productivity, financial and risk criteria and how buyers rank your brand components when evaluating a purchase. Assign each persona a name or avatar that is based on its traits so your team will be able to easily converse about how to appeal to that persona.

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Conduct Research Before Developing Your Brand UVP

Start with information already at hand e.g. prior proposals, success stories and testimonials, satisfaction surveys, etc. Ask your team for their perceptions about your core competencies, sustainable competitive advantages and company culture. Ask for their opinion on what is your brand's single most important attribute that makes it unique? What word do customers think about or feel when they hear your brand name? What emotions do they feel [or the way it makes others feel about them]? Why do customers buy your products? Why don't they buy competitor products? Why do they buy from competitors? What do you do better than competitors? What do they think about your touch points, knowledge and expertise? What 5 words describe why buyers should pay a higher price for your products Vs. your competition.

Then, conduct primary and secondary research to discover external perceptions about these dimensions. Share research results and ask your team to reconsider their original perceptions and complete this profile.

Brand Component	What Competition Is Saying About Their Own Company	What You Are Saying About Your Company	Factors That Make You Unique
The Company			
Product Offerings			
Expertise			
Customer Experience			
Business Processes			
Employees			
Guarantees			
Pricing			
Complementary partnerships			

Create A Brand UVP For Each Buyer Persona

As a result of [Our Solution], customers are able to: [measurable business improvement(s)],
Resulting in: [Quantified metric(s)]

Differentiate it from the claims of your main competitors before adopting it. What you consider to be unique must be something that customers really care about.

UVPs are not slogans or tag lines. That would be too easy. Remember, the purpose of developing a strong UVP is to earn a higher price than your competition.

A strong Brand UVP will not close the sale, but it will impact your ability to move a sales ready lead into the sales funnel where the focus shifts from marketing to selling. You will need to develop a strong Proposal UVP that enables you to be well positioned to win technically, politically and financially.

Strong Brand UVPs Will Boost SEO And Increase Engagement

Map your marketing calendar into early, middle and late stage content that is tailored to each persona. Create UVP-centric campaign landing pages for each persona with access to relevant success stories, white papers and tips. Early stage content is easy to understand and share. It introduces your Brand UVP. Mid stage content reinforces your Brand UVP and nurtures leads with more robust content such as independent articles and interviews with influencers. Late stage content converts prospects and retains customers by educating them about how to benefit from your products and services.